

1 **Abstract:**

2 In a system that includes: (a) a web server system which stores advertisements and
3 data bases, (b) bidding agents which submit bids to display advertisements in view-ops
4 which have certain specifications, and (c) bid selection logic which decides which bid to
5 accept for each particular view-op. When a view-op occurs which meets the
6 specifications in a bid, the view-op is further evaluated in terms of the comparative
7 effectiveness of the particular advertisements on each of the sites on which the
8 advertisement was previously displayed. The frequency of the advertisement is
9 increased on sites that have proved effective and decreased on sites that have a lower
10 effectiveness. An additional parameter is added to the parameters considered and
11 evaluated on a real time basis to determine if a particular advertisement should be
12 displayed in response to a particular view-op. This additional parameter takes into
13 consideration the effectiveness of this particular advertisement on the sites where it was
14 previously displayed.